

1. Discussion Objective:

Work Session Date: October 7, 2013

To provide several options of event sponsorships and product display in the Time Square Area.

2. Submitter of Information:

☐ Council

☒ Town Staff (Randy Norton, Acting Parks and Recreation Director)


☐ Town Attorney

3. Estimated Time for this item:

15 minutes

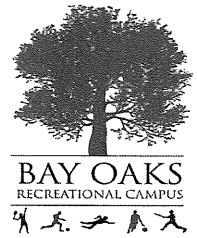
5. Background:

This is a follow up to the original sponsorship discussion with additional suggestions for product display.

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
					R.N.	



Fort Myers Beach Parks and Recreation Sponsorship Product Display



This proposal for product display can work with the sponsorship level and benefits package or as a separate sponsorship. In this proposal there are 3 options with each option offering a designated amount of time for product display in Times Square for a sponsorship of \$30,000, \$20,000, or \$10,000.

Option 1

Option 1 allows the business to choose weekends throughout the year to display their product at Times Square with a set number of weekends during Peak Season (December - May) as well as during Non-peak Season (June - November). A weekend would consist of product display Friday through Sunday. Amount of weekends is determined by sponsorship level.

\$30,000 Sponsorship

8 weekends Peak (Dec- May)

8 weekends Non-peak (June – Nov)

48 total days = Cost per day \$625

\$20,000 Sponsorship

5 weekends Peak (Dec- May)

5 weekends Non-peak (June – Nov)

30 days = Cost per day \$667

\$10,000 Sponsorship

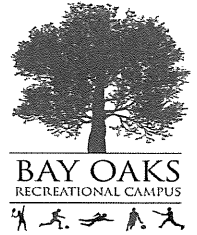
2 weekends Peak (Dec- May)

2 weekends Non-peak (June – Nov)

12 days = Cost per day \$833



Fort Myers Beach Parks and Recreation Sponsorship Product Display



Option 2

Option 2 allows the business to display their product in Times Square for a certain number of consecutive days prior to the event. Length of display time is determined by the sponsorship level.

\$30,000 Sponsorship

Product displayed 6 weeks prior to event

42 days = \$715 Cost per day

\$20,000 Sponsorship

Product displayed 3 weeks prior to event

21 days = \$952 Cost per day

\$10,000 Sponsorship

Product displayed 10 days prior to event

10 days = \$1000 Cost per day

Option 3

Option 3 allows the business to choose one (Non-holiday) weekend a month throughout the year to display their product at Times Square. A weekend would consist of Friday through Sunday. Amount of months is determined by the sponsorship level. Preference of dates would be given to the highest sponsor.

\$30,000 Sponsorship

Product displayed 1 weekend a month for 12 months.

36 days = \$833 Cost per day

\$20,000 Sponsorship

Product displayed 1 weekend a month for 7 months.

21 days = \$952 Cost per day

\$10,000 Sponsorship

Product displayed 1 weekend a month for 3 months.

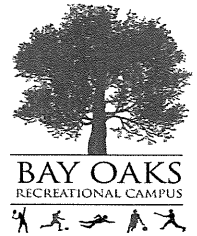
9 days = \$1112 Cost per day



Fort Myers Beach Parks and Recreation

Sponsorship Levels & Benefits

DRAFT



Public, Private or corporate sponsorship donations and contributions are encouraged and welcomed.

*Each Sponsorship Level amount applies to ONE Parks and Recreation Special Event

Friend: Sponsorship Amount \$500

- Business listed on event activities signage
- Business listed as sponsor on all press releases

Supporter: Sponsorship Amount \$1,000

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee

Bronze: Sponsorship Amount \$2,500

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide

Silver: Sponsorship Amount \$5,000

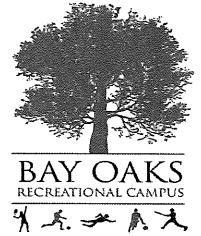
- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- 10 x 10 Tent in event area with 2 tables, 8 chairs and tent signage

Gold: Sponsorship Amount \$10,000

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- Business listed as sponsor on all Town's Radio Station 2 weeks leading up to the event
- 10 x 10 Tent in event area with 2 tables, 8 chairs and tent signage
- 2 VIP parking passes to the event



Fort Myers Beach Parks and Recreation Sponsorship Levels & Benefits



Platinum:

Sponsorship Amount

\$20,000

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- Business listed as sponsor on all Town's Radio Station 2 weeks leading up to the event
- Sponsorship Banner on event stage
- 20 x 20 Tent in event area with 4 tables, 16 chairs, tent signage and Refreshments
- 3 VIP parking passes to the event

Title:

Sponsorship Amount

\$30,000

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement of main Sponsor to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- Business listed as sponsor on all Town's Radio Station 2 weeks leading up to the event
- Sponsorship Banner on event stage
- 25 x 25 Tent in event area with 4 tables, 16 chairs, tent signage and Refreshments
- 5 VIP parking passes to the event
- Business shares in event name of established large-scale Special Event

Parks and Recreation Special Event Sponsorship Intent

☐

Yes, We are interested in becoming an Event Sponsor!

Please specify AMOUNT and Event (s) _____

Name of Organization or Business: _____ Contact name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone (business): _____ Cell: _____ Email: _____

Town of Fort Myers Beach Parks and Recreation Department (239)765-4222 www.fortmyersbeachfl.gov